

CONTRACT



WCCB
1 Television Place
Charlotte, NC 28205
(704)372-1800

And:

Buying Time LLC
650 Massachusetts Ave NW Suite 210
Washington, DC 20001

<u>Contract / Revision</u> 134635 /		<u>Alt Order #</u> 07896617
<u>Product</u> COLEMAN/LTGOV/D		
<u>Contract Dates</u> 10/25/12 - 10/29/12		<u>Estimate #</u> 2179
<u>Advertiser</u> Coleman, Linda- NC Lt Gov.		<u>Original Date / Revision</u> 08/21/12 / 08/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WCCB	<u>Account Executive</u> Merideth Radow	<u>Sales Office</u> Washington-Eag
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 372	<u>Product Code</u> 378
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WCCB	10/25/12	10/26/12	Fox News Rising 8a-9a	8a-9a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---11--				2	\$150.00			
E 2	WCCB	10/29/12	10/29/12	Fox News Rising 8a-9a	8a-9a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$150.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCCB	10/29/12-11/04/12	Fox News Rising 8a-9a	8a-9a	M-----	:30		\$150.00	NM		
	See MG 5.2,5.3,5.4,5.5											
3	WCCB	10/25/12	10/26/12	Fox News Rising	530a-8a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---11--				2	\$175.00			
E 4	WCCB	10/29/12	10/29/12	Fox News Rising	530a-8a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$175.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCCB	10/29/12-11/04/12	Fox News Rising	530a-8a	M-----	:30		\$175.00	NM		
	See MG 5.2,5.3,5.4,5.5											
E 5	WCCB	10/29/12	10/29/12	Anderson	4p-5p		:30			NM	4	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$175.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCCB	10/29/12-11/04/12	Anderson	4p-5p	M-----	:30		\$175.00	NM		
	See MG 5.2,5.3,5.4,5.5											
	2	WCCB	10/29/12-11/04/12	Anderson	4p-5p	M-----	:30		\$250.00	NM		
	Ⓜ	MG for 4.1,2.1,5.1,6.1										
	3	WCCB	10/29/12-11/04/12	Fox News Rising	530a-8a	M-----	:30		\$200.00	NM		
	Ⓜ	MG for 4.1,2.1,5.1,6.1										
	4	WCCB	10/29/12-11/04/12	Ellen	5p-6p	M-----	:30		\$500.00	NM		
	Ⓜ	MG for 4.1,2.1,5.1,6.1										
	5	WCCB	10/29/12-11/04/12	Fox News Rising 8a-9a	8a-9a	M-----	:30		\$175.00	NM		
	Ⓜ	MG for 4.1,2.1,5.1,6.1										
E 6	WCCB	10/29/12	10/29/12	Ellen	5p-6p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise added to contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Station, whether verbal or written.



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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCCB	10/29/12-11/04/12	Ellen	5p-6p	M-----	:30		\$350.00	NM		
See MG 5.2,5.3,5.4,5.5												
D 7	WCCB	10/25/12	10/26/12	Anderson	4p-5p		:30			NM	0	\$0.00
8	WCCB	10/25/12	10/26/12	Ellen	5p-6p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---11--				2	\$450.00			
9	WCCB	10/28/12	10/28/12	Fox News @ 10pm Sa/Su	10p-1035p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$500.00			
10	WCCB	10/25/12	10/26/12	Anderson	4p-5p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---11--				2	\$250.00			
Totals											13	\$3,675.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	9	\$2,550.00	\$2,167.50
10/29/12 - 10/29/12	4	\$1,125.00	\$956.25
Totals	13	\$3,675.00	\$3,123.75

Signature: _____ **Date:** _____

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